

# Tips On Social Media Posts

How To Effectively Promote Through Social Media

Blended Business Services LLC.





# Topics We'll Cover

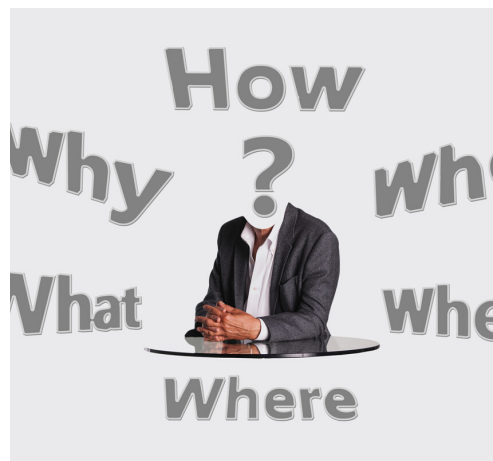
- Social Media
- Branding
- Colors
- Including Culture/City
- Types of Posts
- Personable Posts
- Pictures
- Publishing Tools
- FB Ad's

# What is a Social Media Post

# Social Media is a vehicle used to generate leads and increase revenue



Social media are interactive technologies that allow the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks



WHAT IS MY  
BUSINESS OR CAUSE?



WHAT IS A SPECIFIC  
OUTCOME I WISH TO  
ACHIEVE?



WHAT AM I INVOLVED  
IN, THAT CONNECTS  
WITH MY AUDIENCE?

A woman with long dark hair is shown from the chest up, looking upwards and to the side with a thoughtful expression, her hand resting on her chin. A semi-transparent teal rectangle is overlaid on the image, containing the text 'HOW CAN I GENERATE LEADS' in white, bold, sans-serif capital letters.

HOW  
CAN I  
GENERATE  
LEADS

When it comes to branding, colors and logos are important to help customers quickly recognize your business

- Choose a specific color scheme
- Be consistent with showing your logo



# BRANDING





"As a young girl, I use to look out the window from my high riser building from the 19th floor and wonder what my future would look like. Now I know! #entrepreneur #success #blessed"

## **Culture/City: Where are you from?**

**What is something unique about your culture or City that you can include in your post?**

# Quote Post

Post quotes that encourage your audience and make them want to come back to your page for more inspiration

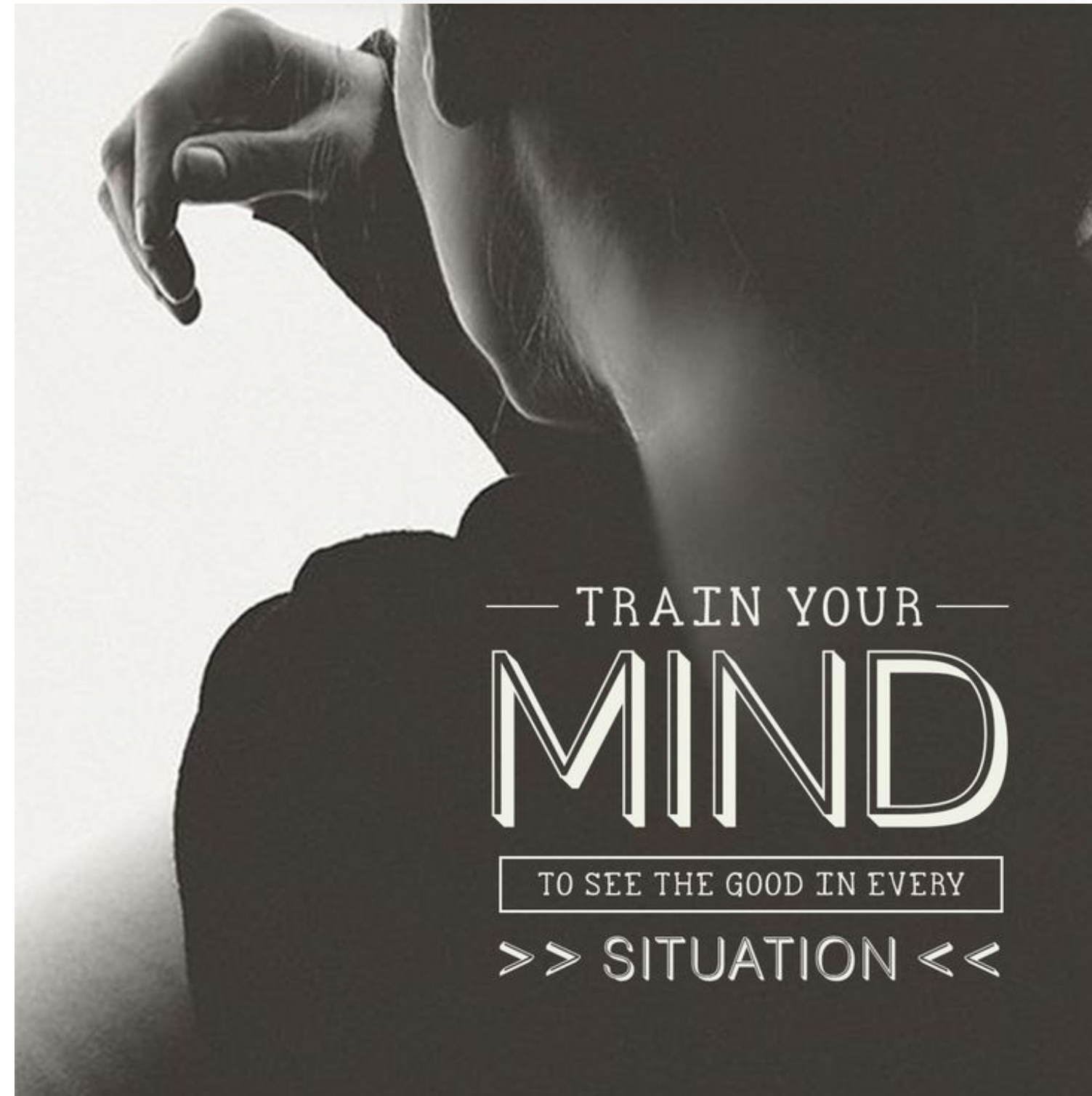


**“DON'T SIT  
DOWN AND  
WAIT FOR THE  
OPPORTUNITIES  
TO COME.  
GET UP AND  
MAKE THEM.”**

MADAM C.J. WALKER

# Inspirational Post

"The beauty of life is that we learn how to successfully navigate through it by learning from unfortunate circumstances, which eventually train us to see the good in every situation"



# Engagement Post

So, I was wondering, what would you say are your best business practices. Name 3 things that you do in business that allows you to be successful.

Give your audience the opportunity to respond to your post



# Invitation Post

There's so much that we as women love to talk about. I am creating a platform to give you the opportunity to talk about something that has the potential to make you money! -- Your Own Business.

Expect to share information about your business and services; and to discuss topics that are geared to help you grow!



# Drive Traffic To Website

Tell us your vision and budget and allow us to do the work for you!

- \* Websites
- \* Social Media Advertisement (Posts)
- \* Graphics
- \* Book Writing Coaching Services
- \* And Much More!

Visit our website at  
[www.blendedbusinessservices.com](http://www.blendedbusinessservices.com)



”

FROM A LIFESTYLE OF  
DRUGS, PROMISCUITY AND  
DEPRESSION, I DIDN'T TURN  
OUT SO BAD. DON'T LET  
YOUR PAST DEFINE YOU,  
ALLOW YOUR PAST TO  
DRIVE YOU TO SUCCESS.

**Alpha Myers, MBA**

**Personable**



SHARE  
YOUR  
STORY  
WITH  
YOUR  
AUDIENCE

# Choosing The Right Picture

- Make sure that you have a professional and clear picture
- Make sure that the pictures you post are the best ones to go with your content



**No Good!**

# Share Your Posts To Groups!

**Facebook**  
**Groups.**



- Join several FB groups that share the same interest of your business or cause
- By sharing to other FB groups, it gives you the opportunity to increase the visibility of your post

# Publishing Tools



SELECT YOUR  
GRAPHIC AND  
CONTENT



SCHEDULE A TIME TO  
POST IT



WATCH IT APPEAR ON  
YOUR TIMELINE

ALLOW  
YOUR  
CALENDAR  
TO WORK  
FOR YOU

# FB Ads



Facebook ads are paid messages that businesses place on Facebook. A paid ad lets you target a particular demographic, and you can be as specific or as broad as you'd like. Facebook ad campaigns are available in a variety of formats. You also get to specify how much you want to spend, including: The overall amount.



*Thank You*

## Graphic & Website Services



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